Reynolds Tobacco Company

Inter-Office Correspondence

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SENT VIA FAX

February 15, 1994
LEM-028-94

Roger C. Farmer

Re: Sales Merchandiser

Dear Roger:

Following is information submitted by SAM/Miskewycz:

In requesting results for the Merchandiser I will mention that all my chains have been sold on 1994 contracts except MGI. The chain that I feel is noteworthy is Free Enterprises, comprised of Convenience Service Stations.

This account has been a Philip Morris stronghold especially in building Philip Morris volume to gain year-end monies. All OPM's, decals, and much of the PDI belonged to Philip Morris. I sold this chain on our base contract, gaining: Y-sign placements, exclusive RJR Business Hours and Business Address PDI, introduced Monarch - including FF M Box and Lt. M Box, and gained a commitment to work local promotions in the future to build relations. Good potential for the Co-Marketing Accrual Program.

Details on this chain: Part of the Marathon Oil group, comprising of seven (7) stations averaging 200 carton volume per week. They are a very aggressive chain, seeking to expand in 1994. Their market base is our target for Select, Monarch, and Camel.

Source: https://www.industrydocuments.ucsf.edu/docs/nqfn0000

As information, BP America has agreed to provide sales data for stores serviced by J.F. Walker/Columbus. I anticipate receipt of this data in the near future. My objective is to highlight RJR FP/Savings share of market results given the numerous promotions worked throughout 1993 in conjunction with our superior merchandising/display programs. I feel confident that RJR performance will be above the norm for C-stores in the region, therefore, confirming the benefits of establishing a true partnership with major accounts.

I will submit specifics as soon as possible.

Cordially,

Lori E. MacWilliams

LEM/ccs
cc: I. Miskewycz
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